

## Message Text

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ACTION ARA-10

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P R 242030Z JUN 75  
FM AMCONSUL GUAYAQUIL  
TO AMEMBASSY QUITO PRIORITY  
INFO USDOC WASHDC  
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UNCLAS GUAYAQUIL 1037

EO 11652: N/A  
TAGS: BEXP, EC  
SUBJ: IV GUAYAQUIL INTL FAIR - US PAVILION

REF: USDOC 08028

1. AS OF JUNE 24, SITUATION LOOKS GOOD RE US PAVILION. EXHIBIT SPACE CONTINUES TO BE REQUESTED, AND SOME EXHIBITORS HAVE ADDED SPACE TO THEIR ORIGINAL PLANS. REPRESENTATIVE FROM STATE OF FLORIDA AND REPS FROM TWO OTHER NTM FIRMS (CONRAD, INC. AND APPLIED POWER INTERNATIONAL) HAVE ALREADY VISITED GUAYAQUIL TO ARRANGE FOR THEIR EXHIBITS. TIME WELL WORTH SPENT IN EACH CASE.

2. LATEST COUNT OF EXHIBITORS INCLUDES 31 RPT 31 LOCAL DISTRIBUTORS, 12 RPT 12 NTM FIRMS ( OF WHICH MINIMUM OF EIGHT FROM FLORIDA), AND BANK OF MIAMI - FOR TOTAL OF 44 RPT 44. CLOSEST POSSIBLE CALCULATION IS THAT APPROXIMATELY 300 SQ. METERS OF INTERIOR EXHIBIT SPACE REMAIN, DEPENDING ON FINAL EXTENT OF FLORIDA EXHIBIT. OUTSIDE EXHIBIT SPACE TOTALING 1500 SQ. METERS FOR HEAVY MACHINERY CONTIGUOUS TO PAVILION COMPLETELY RESERVED BY ALLIS CHALMERS AND CASE.

3. AT PRESENT, FOLLOWING 14 COUNTRIES WILL BE REPRESENTED: ARGENTINA, BRAZIL, CHILE, COLOMBIA, ECUADOR, ISRAEL, ITALY, MEXICO, PERU, SPAIN, SWEDEN, THE UNITED  
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STATES, THE SOVIET UNION, AND VENEZUELA. YUGOSLAVIA

AND PEOPLES' REPUBLIC OF CHINA HAVE INVESTIGATED PARTICIPATION BUT LIKELY THEY WILL NOT PARTICIPATE THIS YEAR, IN CASE OF YUGOSLAVIA DUE TO CURRENT INABILITY OF FAIR TO PROVIDE ADDITIONAL OUTSIDE SPACE.

4. CONGEN CURRENTLY WORKING ON LOGISTICAL ARRANGEMENTS, RECRUITMENT OF PERSONNEL, CUSTOMS PROCEDURES, AND PUBLICITY. WE WILL STAFF BIC (APPROX 90 SQ. METERS) WITH SECRETARY AND RECEPTIONIST FOR ENTIRE PERIOD OF FAIR, INCLUDING HOURS DURING EACH DAY WHEN PAVILION OPEN ONLY TO BUSINESSMEN. EMBASSY WILL PROVIDE TDY SUPPORT DURING FAIR AND FOR THREE SEPARATE PERIODS TOTALING FOUR WEEKS PRIOR TO FAIR (ONE WEEK IN JULY AND AUGUST AND TWO WEEKS IN SEPTEMBER). USIS PREPARING FOR AMERICANA PHOTO EXHIBIT WITH BI-CENTENNIAL THEME IN 36 SQ. METERS ALLOCATED BY FAIR IN CENTER OF PAVILION FOR THIS PURPOSE. WE STILL AWAITING CONFIRMATION FROM USIA-WASHINGTON THAT REQUESTED MATERIALS CAN BE SENT.

5. AS PER DISCUSSION WITH TOM BREWER DURING APRIL/MAY VISIT, WE BELIEVE VISIT OF USDOC DESIGN EXPERT EARLIER THAN SEPTEMBER 1 WOULD BE MUCH MORE PRODUCTIVE. USDOC PLEASE ADVISE WHEN DESIGN EXPERT WILL ARRIVE GUAYAQUIL.

6. DUE TO LIMITATION IN STAFF TIME, WE HAVE NOT COMPLETED LIST OF US FIRMS BEING REPRESENTED THROUGH LOCAL DISTRIBUTORS AND WHAT PRODUCTS EACH WILL DISPLAY. MANY DISTRIBUTORS REPRESENT MORE THAN ONE FIRM. JUNIOR OFFICER FROM CONSULAR SECTION CURRENTLY SPENDING AT LEAST TWO HOURS PER DAY MAKING INDIVIDUAL CALLS ON DISTRIBUTORS TO DETERMINE THEIR PLANS. WE WILL ADVISE AS SOON AS SURVEY COMPLETED.

7. AS NOTED IN PARA 2 ABOVE, WE STILL HAVE ROOM FOR ADDITIONAL EXHIBITORS. THOSE NTM FIRMS INTERESTED SHOULD CONTACT US DIRECTLY SOONEST. WE EXPECT SOME LAST-MINUTE RESERVATIONS FROM ADDITIONAL LOCAL DISTRIBUTORS, AND WE CURRENTLY HAVE PENDING POSSIBLE ADDITION OF TWO MORE NTM FIRMS (CHALLENGE-COOK BROS. OF INDUSTRY, CALIF. AND PACKAGE MACHINERY CO. OF EAST LONG MEADOW, UNCLASSIFIED

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MASS.). WE CANNOT PREDICT HOW MUCH LONGER REMAINING SPACE WILL EXIST. REQUEST USDOC FOLLOW-UP WITH THESE TWO FIRMS TO DETERMINE FINAL PLANS.

8. NATIONAL DAY FOR US PAVILION PLANNED FOR THURSDAY, OCTOBER 2. THERE WILL BE LARGE RECEPTION AND EMBASSY ATTEMPTING OBTAIN US MILITARY BAND FOR THAT DAY TO PARTICIPATE IN CEREMONY.

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